



JASPER
ENGINES & TRANSMISSIONS



**DRIVE
LINE**

News and Updates From Jasper Engines & Transmissions August 2005

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Travis Kvapil Claims Pocono ARCA Win for Penske-Jasper Racing

In his first-ever ARCA RE/MAX Series event, Travis Kvapil, driver of the #27 Kodak/Jasper Dodge, took the checkered flag in the ARCA Pocono 200 June 11th, after starting the 80-lap race from the pole position.

Kvapil was entered in the 200-mile event in an effort to help the NASCAR Nextel Cup Series rookie gain experience and familiarity with the 2.5 mile triangle. Kvapil was a quick study, leading four times for a total of 56 laps.

"What can I say about this car, it was fast," Kvapil said. "The Kodak/Jasper Dodge Charger felt great. It was a little tight in the turns, but nothing we couldn't handle."

"Travis drove a great race today," says Penske Racing South chief engineer Roy McCauley, who led the ARCA Series effort. "This Kodak/Jasper team is the same

group of guys who are responsible for Ryan Newman's NASCAR Busch Series effort. They work well together and kept their heads in the game all day."

"We came to Pocono to help prepare Travis for his Cup Series effort and it looks like we've done that. Hopefully, he learned where he can pass and where he needs to set the other competitors up. I know they won't be shifting tomorrow, but any bit of seat time and gained knowledge goes a long way."

The #27 Kodak/Jasper Dodge claimed the pole with a speed of 166.257mph. Kvapil was strong throughout the race, and he crossed the finish line 2.017 seconds ahead of six-time ARCA Series champ Frank Kimmel. At one point during the race, Kvapil opened the lead by 18 seconds.

"It felt good to be in a car that strong," Kvapil said. "It is a testament to the strength we have under the hood. The Penske-Jasper engine shop gave us a great engine. I couldn't have wanted more."

McCauley's race strategy played out during the first caution period when he called Kvapil to pit road just prior to the green flag, and top off the tank with Sunoco fuel.

"I knew at that point we were going home from there," McCauley said. "The intent was to get Travis some seat time but no one said we couldn't win the thing. Whenever



Travis Kvapil emerges from his race car victorious in the ARCA Pocono 200, beating series veteran Frank Kimmel by over two seconds. (Image courtesy of Penske Racing South/Steve Rose, MMP.)

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Customer
FOCUS

Cape Auto Body and Service

Cape Auto Body and Service, located at 53 Samoset Street in Plymouth, Massachusetts, is a family-owned facility that takes care of mechanical and body repair and is a fleet service specialist.

Owner Dave Gallerani is the third generation of his family to run the business. Dave's grandfather immigrated from Italy in the early 1930's and started the business as Alfonso's Auto Body. The name was changed in 1952, and was known as Cape Auto Body. Dave took over the business in the late 1970's and added the word "Service" to the name, reflecting the facility's expansion into the mechanical service market. Today, mechanical repairs make up 50% of the business at Cape Auto Body and Service.

In the last ten years, business has doubled, and so has the shop. Most of the expansion has taken place on the mechanical side of the business, with 7,000 square feet of work space, 14 lifts and 20 work bays. Cape Auto Body and Service recently separated its body shop into its own 8,000 square foot facility with 15 bays, a spray booth and two frame machines.

There are 19 employees at Cape Auto Body and Service, including nine ASE-Certified technicians. The company covers the cost for their technicians to attend all locally-offered clinics and classes to keep up to date with the latest advancements

in automotive technology and repair.

Cape Auto Body and Service is very customer-friendly, with loaner vehicles available and vehicle pick-up and delivery. At Christmas time, they send out free oil change certificates to qualified customers.

Cape Auto Body and Service has used the quality remanufactured engines, transmissions and differentials of JASPER since 2001. As a third-generation business, Cape prides themselves on partnering with industry leaders. "The #1 reason we use JASPER is the support," says owner Dave Gallerani. "Partnering with a long term, family-owned company just makes sense for our long term, family-owned business."

Gallerani, and Parts Manager Mark MacKinnon, agree that JASPER simply makes their shop more competitive with the local dealers due to JASPER's warranty, and they can achieve a higher level of customer satisfaction by offering all levels of automotive repair.

Being in business as long as they have, Cape Auto Body and Service has established a very good customer base of people they care about. The customers want their car fixed right, and the customers want Cape Auto Body and Service to be successful as well. In the end, it's a Win-Win situation for both!



Cape Auto Body and Service in Plymouth, Massachusetts, has been a family owned auto body repair and service center since the 1930's.

JASPER's New Diesel Test Rooms Up and Running

The Engine Division at Jasper Engines & Transmissions has undergone a facelift, as five new diesel engine test rooms are online.

One room is being used to spin test JASPER's line of complete diesel engines. The other four rooms house dynamometers. Two are eddy-brake (electrical) systems; the other two are water-brake systems. Each dynamometer is fully computer controlled.

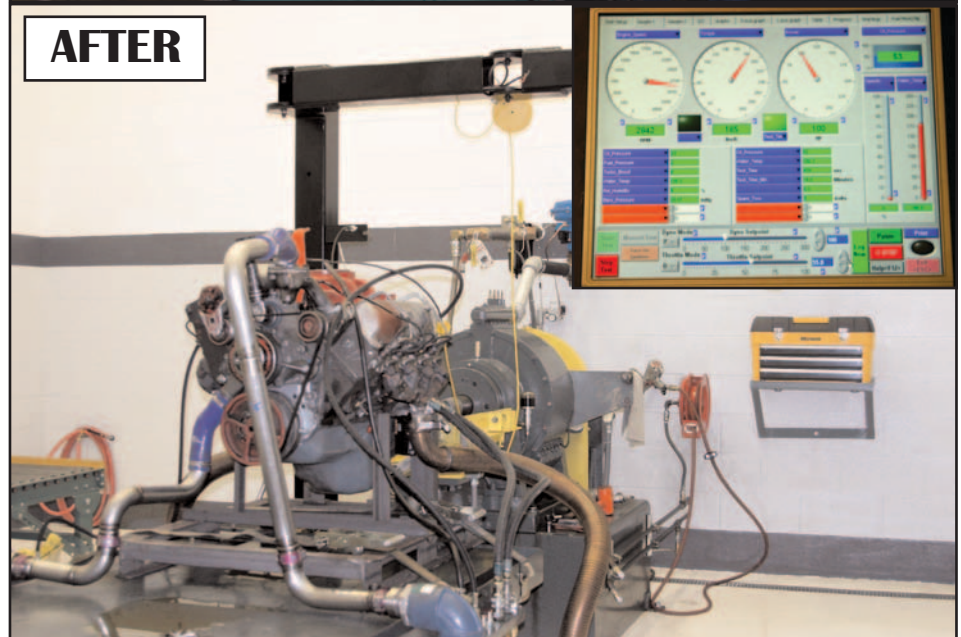
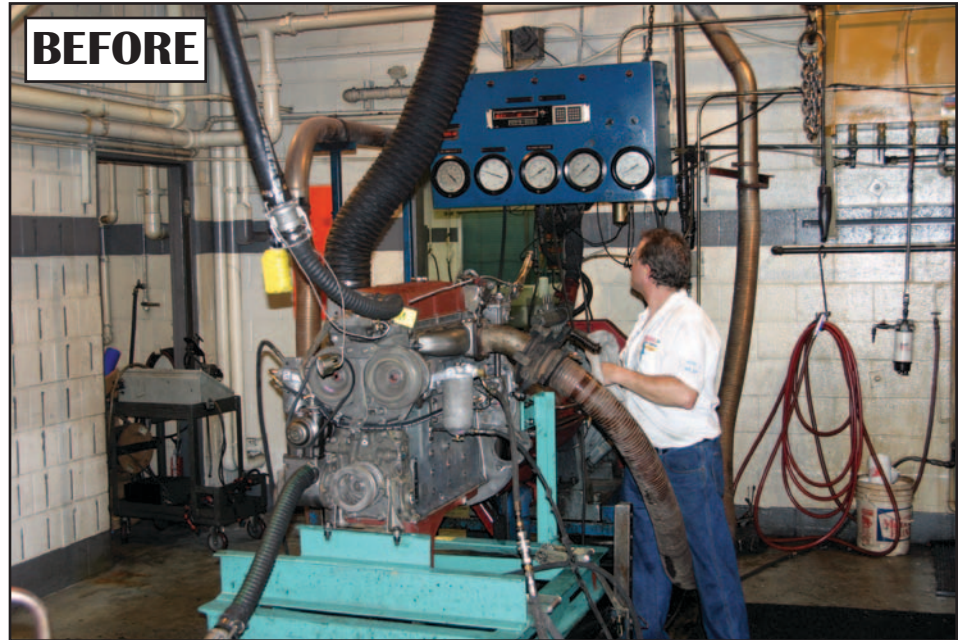
Planning for the new test rooms began in October of 2004. Construction started the first week of February of 2005. All of the test rooms were completed in early June.

"These new dynamometers will allow us to be monitoring a lot more of what's going on with the engine," says Matt Weinzapfel, JASPER Engine Division Manager. "The operators will actually be able to hook up the engine, and the computer will run the engine through a specific test, giving us more consistency in our dyno pulls, because everything will be run an exact amount of time, and the exact same parameters on each and every engine will be monitored."

With the new dynamometers, computer sensors can detect problems instantly and either warn the operator of a potential problem, or shut down the engine entirely and stop the test.

"As for the dyno rooms themselves, the biggest change is from the outside looking in," says Weinzapfel. "You would look at our old dyno rooms and see a maze of pipes, water tanks and oil tanks. It really was a poor working environment.

"With these new dyno rooms, nearly everything is piped underneath the floor and brought up to the proper location of the engine on the test stand. Operators will no longer have to wrestle with long tubes and exhaust hoses. With the



Instead of overhead hoses as visible in the old diesel test areas (above), the new test rooms have the piping routed through the floor and up to the proper engine location. Each dynamometer is fully computer controlled (inset).

short hook-ups, the area is a lot more user-friendly."

It also makes for a very neat and clean appearance. "It's a lot more appealing to the eye for our customers who come in on tour and see what they should see, an engine on a dyno," said Weinzapfel.

"These new test rooms will give customers a continuation of what they already see, a diesel engine

that's ready for installation," says Weinzapfel. "What they will give us are some enhanced features, such as more detailed emissions testing and other engine smoke issues that we have not been able to monitor closely in the past."

As for the original dyno rooms, they will be disassembled to make way for additional diesel assembly space.

On The Water with JASPER Pro Jimmy Ward

Question: What's yellow and red, turns heads wherever it goes, and appears at professional bass fishing tournaments across the northeast? It's the Jasper Engines & Transmissions Fishing Team lead by professional bass angler Jimmy Ward.

Next time Jimmy is in your area, check out his rig, a Ranger Z21 Comanche boat, powered by a Mercury 225 Pro XS engine. It's all towed behind a Hemi-powered Dodge Ram 1500 four-door pickup.

Jasper Engines & Transmissions Fishing Team Remaining 2005 Schedule

EverStart Series

July 27th Cleveland, OH
 August 17th Woodbridge, VA
 September 14th Plattsburgh, NY

Wal-Mart BFL, Empire Division
 July 9th Ticonderoga, NY

July 30th Romulus, NY

August 20th Clayton, NY

September 24th Ticonderoga, NY

October 20th Henderson, NC

B.A.S.S. Northern Open Division
 July 14th - 16th Sandusky, OH

August 11th - 13th Plattsburgh, NY

September 15th-17th Syracuse, NY

For more information on Jimmy Ward, please go to www.jasperengines.com, or you can visit Jimmy's official web site at www.jimmyward.net.

Perseverance Is A "Secret" When Fishing

Perseverance is a "secret" among top anglers, according to JASPER Pro, Jimmy Ward. Talk to enough professional tournament anglers and you realize that even the finest fisherman in the world go long hours without a bite, despite having the best equipment, a lot of experience, and even confidence that what they're doing worked well "yesterday." Sometimes, fish seem to bite well for only a brief period of the day, and the people who are still at it when the flurry comes are the ones who are smiling at the boat ramp.

Look for more fishing advice from Jimmy Ward in future Drive Line issues.

Engines
Transmissions
Rear Axle Assemblies & Differentials
Stern Drives
Lower Units
Inboard & I/O Marine Engines

REFUEL THEIR PASSION

JIMMY WARD
 PROFESSIONAL BASS ANGLER

Enter to win the "Ultimate Fishing/Racing Experience!" A fishing trip for two with Jimmy Ward, hotel and airfare, plus tickets and hospitality passes to the Bass Pro Shops/MBNA 500 and the EasyCare Vehicle Service Contracts 200 at Atlanta Motor Speedway the last weekend in October, 2005.

Enter to win at: www.fish.jasperengines.com
 View Official Rules at www.fish.jasperengines.com. Sweepstakes is limited to owners and technicians of independent garages, marine service centers, marinas, new car dealerships, automotive installation centers and automotive/truck fleet operations.

OFFICIAL ENTRY FORM

NAME: _____
 NAME OF BUSINESS: _____
 ADDRESS OF BUSINESS: _____
 CITY: _____ STATE: _____ ZIP CODE: _____
 PHONE NO. OF BUSINESS: _____
 FAX NUMBER OF BUSINESS: _____
 E-MAIL OF BUSINESS: _____

Mail Entry To:
 Fishing Sweepstakes
 c/o Jasper Engines
 P.O. Box 650
 Jasper, IN 47547

NO PURCHASE NECESSARY. Void where prohibited. Must be 18 years of age or older to enter. Please read OFFICIAL RULES. A complete set of OFFICIAL RULES can be obtained by sending a self addressed stamped envelope to: Fishing Sweepstakes Rules Request, c/o Jasper Engines & Transmissions, P.O. Box 650, Jasper, IN 47547. Sweepstakes begins on July 1, 2005, and ends on September 30, 2005. Eligible individuals wishing to enter who do not have internet access may fill out the entry form included on this page and mail to the address posted on entry form. Odds of winning depend upon number of eligible entries received. Sweepstakes limited to Continental U.S./D.C. residents only. Jasper Engines and Transmissions Associates or their families are not eligible to enter. Only one entry per eligible person.

Bass Pro Shops is a registered trademark of Bass PTO Trademark, L.L.C.; MBNA is a registered trademark of MBNA America Bank, N.A. EasyCare is a registered trademark of Ford Motor Company; Dodge Charger is a registered trademark of Daimler Chrysler, Inc. Jasper Engines and Transmissions is a registered trademark of Jasper Engines and Transmissions, Inc. Kodak is a registered trademark of the Eastman Kodak Co.

Moving Targets Helps Draw New Customers To Your Business



Jasper Engines & Transmissions has teamed up with **Moving Targets** to help your facility reach potential customers through their new resident direct marketing program.

Consider these five underlying reasons why Moving Targets has earned an unheard-of 87% success rate:

- 1) It costs *much less* than other advertising.
- 2) It yields *much higher* redemption rates.
- 3) It focuses on newcomers who need you.
- 4) It attracts customers who stay with you.
- 5) It is largely *INVISIBLE* to your competitors.

Thousands of auto service pros across the country love **Moving Targets** combination of (A) Warmly personal letters, and (B) Highly-perceived-value Gift Certificates. They see **Moving Targets'** mailings as their most cost effective way to replace the 30%-50% of their customers who move, die, or disappear!

You can take advantage of the **Moving Targets** program with the help of your JASPER Co-op dollars. You can co-op 25% of the program's cost, up to your annual allowance, in using this great advertising concept.

For more information about **Moving Targets**, call 1-800-926-2451, or www.movingtargets.com. Take advantage of this great opportunity to attract these prime new-mover prospects, and nail down fresh customers who are willing and eager to buy.

SMITH'S TIRE & AUTO SERVICE
651 Main St
Anytown, PA 12345
123-456-7890

Free Gift

Gift Certificate

FREE LUBE, OIL & FILTER CHANGE
UP TO A \$25.00 VALUE!
Valid for Most Vehicles
(For New Customers Only)

Mr. John A. Sample
812 Chestnut St
Perkasie, PA 18944

Offer Expires: xx/xx/xxxx

One certificate per household. Not valid with other offers. Void where prohibited. Certificate must be surrendered. Nontransferable. No Cash Value.

©MOVING TARGETS 2004 215-257-0880 www.movingtargets.com Sample

A \$25.00 GIFT your vehicle will love, from Smith's Tire & Auto
WITH BEST WISHES FOR MUCH HAPPINESS IN YOUR NEW HOME!

Avoiding costly vehicle trouble, Mr. Sample
...is especially important to just-moved-in families like yours. That's why cashing-in our FREE OIL/LUBE/FILTER Gift can save you a lot more than twenty-five bucks! In fact...

WHEN WAS THE LAST TIME YOU GAVE YOUR VEHICLE THE PROTECTION OF
A FULL OIL CHANGE, NEW OIL FILTER, AND CHASSIS LUBRICATION?

That's what Smith's Tire & Auto Service is all about. We're your local car-care professionals. We're proud of our track record of serving neighbors since 1936, new and old, with honest, reliable, we-really-care service!

We're EXPERIENCED AUTOMOTIVE EXPERTS -- certified in the latest auto technologies -- who offer high-quality service and products at very competitive prices.

OUR "WELCOME NEIGHBOR" GIFT CERTIFICATE IS ABSOLUTELY FREE.
No Hidden Strings! * No Tie-Ins! * No Add-Ons! * No Kidding!

You get our FULL-SERVICE oil change, oil filter and chassis lubrication...up to a \$25.00 value...for nothing but a smile and a handshake! All we ask is that you call first for scheduling information. This offer is only for you; it is not transferable.

We're open Monday thru Friday from 8 AM to 6 PM,
and Saturday 8 AM to 4 PM.

SMITH'S TIRE & AUTO SERVICE can handle any car or light truck, any make, import or domestic. Some of our services are shown below:

- * PA State Safety Inspection
- * PA State Emissions Inspection
- * Factory-Scheduled Maintenance Services
- * Computerized Wheel Alignments & Wheel Balancing
- * Exhaust System Repair and Replacement
- * Air Conditioning and Cooling System Service
- * Tune-ups and Computerized Diagnostics
- * Engine and Transmission Repairs
- * ASE Certified Technicians

Once again welcome to the neighborhood. We hope to see you soon.

Sincerely,

Fred Smith, Owner
SMITH'S TIRE & AUTO SERVICE

We Install

JASPER
ENGINES & TRANSMISSIONS

36 Month/75,000 Mile
Parts & Labor
Nationwide Warranty!

This is a sample of a Moving Targets mailing. You can use JASPER Co-op dollars to have these sent to prospective customers moving into your area. It's a great way to drum up new customers and retain them.

2006 Calendar Contest Deadline September 1st

Is your vehicle calendar worthy? Then send it in! Jasper Engines & Transmissions once again seeks quality color photographs of vehicles and equipment in which a JASPER gas or diesel engine, transmission, differential, or stern drive has been installed, for its 2006 Calendar Contest. Photo categories are unique vehicles and performance oriented cars and trucks.

Entrants must submit a color photograph (35mm or larger) and information about the vehicle along with the JASPER product that has been installed. Vehicles

should be placed in a "show" type setting when photographed. Polaroid pictures and digital images transferred onto photo paper *cannot be* accepted. High resolution digital images - 8 x 10 at 350 dpi are acceptable.

Every qualified entrant will receive a JASPER Travis Kvapil autographed race hat. All entries will be judged based on adherence to the category, equipment appearance and the quality of the photograph. Winners will be required to sign a release consent form for photograph and name publication.

All entrants whose work appears in the calendar will receive a \$100 gift certificate which can be used to purchase JASPER remanufactured products or wearable items, 24 complimentary calendars and a special JASPER Gift Package.

The entry deadline is September 1st, 2005 and is open to all JASPER customers, distributors and associates. Entries should be mailed to:

Jasper Engines & Transmissions
P.O. Box 650
Jasper, Indiana 47547-0650
Attn: Coy Bateman



Here's three of our calendar contest winners from 2005. Send in your photo for a chance to be in the 2006 Jasper Engines & Transmissions calendar. The deadline to enter your vehicle is September 1st.



Travis Kvapil poses with the winner's trophy following his victory in the ARCA Pocono 200. (Image Courtesy Penske Racing South/Steve Rose, MMP.)

(continued from front page)

Penske Racing fields a car, no matter what the series, a win is a huge probability. After that last pit stop, we were in it for the trophy."

Kvapil is not the first Penske driver to win in the ARCA Series. Penske Racing South's Cup series driver Ryan Newman began his stock car career with Penske Racing in 2000 in a limited ARCA series schedule. Like his successor, Newman won the June Pocono ARCA event that year.



Heater Winners Receive Prize

Jasper Engines & Transmissions recently delivered a Burns Best waste oil heater to Colin Stocker of D & J Auto, Inc. of Slatington, Pennsylvania. Colin was the winner of our 2005 heater sweepstakes held earlier this year.

Pictured left to right is JASPER delivery driver Rich Zadareky, JASPER factory sales representative Dave Keschel, D & J Service Manager Colin Stocker, technicians Billy Doll and Marlin (Dutch) Frohnheiser, Operations Manager Greg Serfass, and D & J owner Dean Serfass.

Located north of Allentown/Bethlehem, near the Blue Mountain range of eastern Pennsylvania, Slatington can get its share of harsh winters. The Burns Best waste oil heater will definitely come in handy.

For Those Of Us Over 50... Congratulations!

by Doug Bawel, President, Jasper Engines & Transmissions

First, we survived being born to mothers who smoked and/or drank while they carried us.

They took aspirin, ate blue cheese dressing, tuna from a can, and didn't get tested for diabetes.

Then after that trauma, our baby cribs were covered with brightly colored lead-based paint.

We had no childproof lids on medicine bottles, doors or cabinets. And when we rode our bikes, we never had helmets. Not to mention the risks we took hitchhiking.

As children, we would ride in cars with no seat belts or air bags.

Riding in the back of a pick up truck on a warm day was always a special treat.

We drank water from the garden hose and NOT from a bottle.

We shared one soft drink with four friends, from one bottle, and NO ONE actually died from this.

We ate cupcakes, white bread, real butter and drank soda pop with sugar in it. But we weren't overweight... WE WERE ALWAYS OUTSIDE PLAYING!

We would leave home in the morning and play all day, as long as we were back when it got dark.

No one was able to reach us all day. And we were OK.

We would spend hours building our go-carts out of scraps and then ride down the hill, only to find out we forgot the brakes. After running into the bushes a few times, we learned to solve the problem.

We did not have Playstations, Nintendos,

X-Boxes, no video games at all. No 99 channels on cable. No video tape movies. No surround sound. No cell phones or personal computers. No internet or internet chat rooms. WE HAD FRIENDS, and we went Outside and found them!

We fell out of trees, got cut, broke bones, had teeth knocked out, and there were no lawsuits from these accidents.

We ate worms and mud pies made from dirt, and the worms did not live in us forever.

We made up games with sticks and tennis balls; made spears and bows and arrows. And although we were told it would happen, we did not put out very many eyes.

We rode bikes, or walked to a friend's house; knocked on the door or rang the bell, or just walked in and said hello!

Little League had tryouts and not everyone made the team. Those who didn't had to learn to deal with disappointment. Imagine that!

The idea of a parent bailing us out if we broke the law was unheard of. They actually sided with the law!

This generation has produced some of the best risk-takers, problem solvers and inventors ever!

The past 50 years have been an explosion of innovation and new ideas.

We had freedom, failure, success and responsibility, and we learned:

HOW TO DEAL WITH IT ALL!

If you are like me and over 50... CONGRATULATIONS! We made it.

Pick Your Favorite JASPER Wallpaper



Give your computer desktop the JASPER treatment when you download your favorite wallpaper from www.jasperengines.com.

Choose from two different designs. One is the JASPER Racing Wallpaper featuring both the #77 NASCAR Nextel Cup Series car driven by Travis Kvapil and the #77 NASCAR Craftsman Truck Series truck driven by Brendan Gaughan.

The second design is the JASPER Fishing Team, showing the boat, trailer and tow rig of JASPER Fishing Pro Jimmy Ward.

The JASPER Racing image is available by clicking the *racing / fishing* tab on the JASPER homepage. Clicking onto the *Professional Bass Fishing* headline of the *Racing / Fishing* page will take you to the JASPER Fishing Team wallpaper. Both images are in 800x600 and 1024x768 desktop sizes.

To set the image as your wallpaper, click on either the 800x600 or 1024x768 link of the respective image. When the image opens up in a new window, right-click the image and click "Set As Background" from the list of options. Enjoy!



Doug Bawel

Doug started in sales with Alvin C. Ruxer at his Ford agency in 1973. After college, Doug moved to JASPER where he worked in production, advertising, outside sales and sales management. Doug has served as President since 1987. He is a former PERA President; named Remanufacturer of the Year in 1996 and Indiana Businessman of The Year in 2004.

Wrenchhead's Ride for MDA



14 Riders involved in the 2005 Wrenchhead's Ride for MDA are parked at Bridgeport Speedway in New Jersey to watch the JASPER Winged Sprint Series.

The Philadelphia branch of Jasper Engines & Transmissions recently held its first annual Wrenchhead's Ride for the Muscular Dystrophy Association.

The ride started at Brian's Harley Davidson in Langhorne, Pennsylvania, where a cookout was held for the riders prior to their send-off.

After a 2 1/2 hour ride through southern New Jersey, the 14 riders arrived at Bridgeport Speedway to watch the JASPER Winged Sprint Cars. The motorcycles included Harleys, metric cruisers, sport bikes and even a couple of custom choppers. All riders received t-shirts to remember their trip.

The day's fun raised \$350 for MDA.

Bad News: An Engine Toted! Good News: A Remanufactured Engine!

It's among a traveler's worst nightmare. His beloved pickup truck blew the engine and had to be towed 250 miles home. The temperature gauge didn't work, nor did the 'Check Engine' light. By the time he realized the engine overheated, the damage had been done.



Exploring his choices, he and his technician considered the pros and cons of trading in the truck, having a new engine installed, overhauling the old engine or installing a remanufactured engine.

Trading in the truck was out. The costly option of a new engine was also out. How about overhauling the old engine? "Also expensive," said his mentor possibly costing about the same as a remanufactured engine.

However, the remanufactured engine would carry a strong factory warranty. The remanufactured engine would not only be as good as the original, it would be better. Hand-built with the finest equipment available, these engines are built to more exacting standards than original. Further, a remanufactured engine has the added benefit of "seasoned" castings, which extends engine life and enhances performance.

The lesson from this story: If you've ruined your engine due to overheating or inoperative instruments, you have some viable options beyond disposing of your vehicle.



www.jasperengines.com

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